

## Message Text

UNCLASSIFIED

PAGE 01 BELGRA 01328 041353Z  
ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-08 USIA-15 /036 W  
-----041430Z 022076 /43

P 041215Z MAR 77  
FM AMEMBASSY BELGRADE  
TO SECSTATE WASHDC PRIORITY 9774

UNCLAS BELGRADE 1328

EO 11652: NA  
TAGS: BEXP YO  
SUBJ: NOVI SAD FAIR: AUDIO-VISUAL FACILITY

1. EMBASSY CONCERNED OVER USDOC INTENTION TO SCALE DOWN AUDIO-VISUAL FACILITY IN U.S. PAVILLION AT NOVI SAD FAIR. REDUCED (40-PERSON) CAPACITY WOULD BE ADEQUATE FOR INDIVIDUAL PRESENTATIONS OF U.S. FIRMS, BUT PAST PROMOTIONAL EXPERIENCE SHOWS THAT WE MUST ORGANIZE FULL SCHEDULE OF TECHNICAL PRESENTATIONS, WHICH WILL ATTRACT LARGER ATTENDANCE. USDA PRESENTATIONS AT 1975 FAIR EACH ATTRACTED QUALITY AUDIENCE OF ABOUT 100.
2. YUGOSLAV DECISION MAKERS RESPOND VERY WELL TO INVITATIONS TO TECHNICAL PRESENTATIONS. WE WILL STRENGTHEN OUR PROMOTIONAL CAMPAIGN AND GREATLY INCREASE PROSPECTS OF HAVING YUGOSLAV OFFICIALS AND SENIOR EXECUTIVES GET THE RIGHT PROSPECTIVE BUYERS TO U.S. PAVILLION IF WE CAN OFFER GOOD PROGRAM.
3. WE ALSO HAVE RESERVATIONS OVER PROPOSED LOCATION OF FACILITY. WHEN WE HAD THEATER IN SIMILAR LOCATION IN 1975, INTRUSIONS BY THE PUBLIC INTERFERED SERIOUSLY WITH DISCUSSIONS WITH KEY PROSPECTS. OUTSIDE NOISE PROVED A NUISANCE AS WELL.
4. EMBASSY RECOMMENDS THAT COMMERCE REVISE DESIGN TO PLACE AUDIO-VISUAL FACILITY ACCOMMODATING AT LEAST 75, AS PREVIOUSLY SUGGESTED, ALONG BACK WALL WHERE PUBLIC WOULD NOT

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HAVE ACCESS AND NOISE LEVEL WOULD BE LOWER. YORK

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01-Jan-1994 12:00:00 am  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Sent Date:** 04-Mar-1977 12:00:00 am  
**Decaption Date:** 01-Jan-1960 12:00:00 am  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01-Jan-1960 12:00:00 am  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1977BELGRA01328  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
**Film Number:** D770075-0475  
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**Litigation Codes:**  
**Litigation History:**  
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**Message ID:** 2cf137be-c288-dd11-92da-001cc4696bcc  
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**Original Handling Restrictions:** n/a  
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**Page Count:** 2  
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**Previous Classification:** n/a  
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**Reference:** n/a  
**Retention:** 0  
**Review Action:** RELEASED, APPROVED  
**Review Content Flags:**  
**Review Date:** 22-Sep-2004 12:00:00 am  
**Review Event:**  
**Review Exemptions:** n/a  
**Review Media Identifier:**  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**SAS ID:** 3212516  
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**Status:** NATIVE  
**Subject:** NOVI SAD FAIR: AUDIO-VISUAL FACILITY  
**TAGS:** BEXP, YO  
**To:** STATE  
**Type:** TE  
**vdkgvwkey:** odb://SAS/SAS.dbo.SAS\_Docs/2cf137be-c288-dd11-92da-001cc4696bcc  
**Review Markings:**  
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